

COMMUNITY MARKETING  
MARLBORO EVENT MARKETING  
1992 AGENCY PRODUCTION

| ESTIMATE<br>NUMBER        | DESCRIPTION          | CURRENT<br>ESTIMATE | TOTAL<br>PROJECTED<br>BILLING | BUDGET          | VARIANCE            |                      |
|---------------------------|----------------------|---------------------|-------------------------------|-----------------|---------------------|----------------------|
|                           |                      |                     |                               |                 | CURRENT<br>VS PROJ. | CURRENT<br>VS BUDGET |
| MAR400592                 | MUSIC AWARDS ADS     | 4,072               | 4,070                         |                 | 2                   | -                    |
| MAR402792                 | MUSIC MILITARY TOUR  | 50,000              | 27,782                        |                 | 22,218              | -                    |
| MAR403092                 | MUSIC - STATE FAIRS  | 15,000              | 1,999                         |                 | 13,001              | -                    |
| MAR403192                 | MUSIC - MILITARY ROP | 30,000              | 9,514                         |                 | 20,486              | -                    |
| <b>TOTAL CMP-MARLBORO</b> |                      | <b>\$99,072</b>     | <b>\$43,365</b>               | <b>\$30,000</b> | <b>\$55,707</b>     | <b>\$69,072 *</b>    |
|                           |                      | =====               | =====                         | =====           | =====               | =====                |

\* Unfavorable Variance

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